



# TECHNICAL UNIVERSITY OF MOMBASA

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School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

**UNIVERSITY EXAMINATION FOR THE:**  
**DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT**  
**(DCAM J24& DCAM M24)**

**UNIT CODE: HHC 2204: GUEST RELATIONS & CUSTOMER CARE**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2025**

**TIME: 2 HOURS**

**DATE:** Pick Date Apr 2025

**Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

**Do not write on the question paper.**

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**SECTION A (Answer all the questions)**

**30 POINTS**

**QUESTION ONE**

- |                                                           |         |
|-----------------------------------------------------------|---------|
| a) Explain five(5) fundamentals of customer service       | (10mks) |
| b) Discuss five(5) qualities of a guest relations officer | (10mks) |
| c) Highlight five(5) examples of bad customer service     | (5mks)  |
| d) List five(5) types of customer service                 | (5mks)  |

**SECTION B (Answer only TWO questions)**

**QUESTION TWO**

- |                                    |        |
|------------------------------------|--------|
| a) Define the term service culture | (2mks) |
|------------------------------------|--------|

- b) Explain the importance of a service culture to an establishment (5mks)**
- c) Highlight the characteristics of a service culture (3mks)**
- d) Describe five(5) steps taken to create a strong customer service culture (10mks)**

### **QUESTION THREE**

- a) Explain the term marketing image (4mks)**
- b) Discuss the importance of image to an organization (6mks)**
- c) Highlight five(5) types of marketing images (5mks)**
- d) State platforms/areas where images can be marketed (5mks)**

### **QUESTION FOUR**

- a) Discuss six(6) Public Relations tools and activities (12mks)**
- b) Explain four(4) basic principles essential to Ethical Public Relations (8mks)**

### **QUESTION FIVE**

- a) Explain how as a manager you would prepare for a successful meal service (10mks)**
- b) Discuss any two(2) styles of meal service (10mks)**